

jc511 U.S. PTO  
09/441204  
11/16/99

## HUNTON & WILLIAMS

BRUSSELS, BELGIUM  
WARSAW, POLAND  
HONG KONG, CHINA  
BANGKOK, THAILAND  
NEW YORK, NEW YORK  
ATLANTA, GEORGIA

THOMAS J. SCOTT, JR.  
E-MAIL: TSCOTT@HUNTON.COM

1900 K STREET, N.W.  
WASHINGTON, D.C. 20006-1109  
TELEPHONE (202) 955-1500  
FACSIMILE (202) 778-2201

RICHMOND, VIRGINIA  
MCLEAN, VIRGINIA  
NORFOLK, VIRGINIA  
RALEIGH, NORTH CAROLINA  
CHARLOTTE, NORTH CAROLINA  
KNOXVILLE, TENNESSEE

FILE NO.: 56490.000002  
DIRECT DIAL: (202) 955-1685

November 16, 1999

BOX PATENT APPLICATION  
Assistant Commissioner for Patents  
Washington, D.C. 20231

Re: New U.S. Patent Application  
Inventor: David VERCHERE  
For: METHOD AND SYSTEM FOR ACQUIRING BRANDED  
PROMOTIONAL PRODUCTS

Dear Sir:

Attached is a new patent application for filing in the United States Patent and Trademark Office, including fourteen (14) pages of specification, four (4) pages of claims (numbered 1-20), Abstract, four (4) sheets of drawings (numbered 1-4), executed Sole Declaration for Patent Application, and an executed Verified Statement Claiming Small Entity Status.

The filing fee is calculated as follows:

Basic Filing Fee (Small Entity)	\$380.00
Total Claims (20):	\$ 0.00
Independent Claims (4):	\$ 39.00
Total Filing Fee:	<u>\$419.00</u>

A check in the amount of \$419.00 is attached to cover the basic application filing fee. In the event any variance exists between the amount enclosed and the Patent and Trademark Office charges, please charge or credit any difference to the undersigned's Deposit Account No. 50-0206. A duplicate of this sheet is attached.

BOX PATENT APPLICATION

November 16, 1999

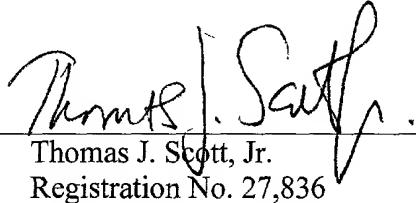
Page 2

Please direct all communications concerning this application to:

Thomas J. Scott, Jr.  
Hunton & Williams  
1900 K Street, N.W., Suite 1200  
Washington, D.C. 20006-1109

Respectfully submitted,

By:

  
Thomas J. Scott, Jr.  
Registration No. 27,836

Enclosures

Attorney Docket No.: 56490.000002 Serial or Patent No. not assigned Filed or Issued \_\_\_\_\_

Applicant(s) or  
Patentee: David Verchere

For: Method and System for Acquiring Branded Promotional Products

**VERIFIED STATEMENT (DECLARATION) CLAIMING SMALL ENTITY  
STATUS (37 CFR 1.9(f) AND 1.27(b)) - INDEPENDENT INVENTOR**

As a below named inventor, I hereby declare that I qualify as an independent inventor as defined in 37 CFR 1.9(c) for purposes of paying reduced fees under section 41(a) and (b) of Title 35, United States Code, to the Patent and Trademark Office with regard to the invention entitled Method and System for Acquiring Branded Promotional Products described in

(check one)  the specification filed herewith

International application serial no. \_\_\_\_\_, filed \_\_\_\_\_

application serial no. \_\_\_\_\_, filed \_\_\_\_\_

I have not assigned, granted, conveyed or licensed and am under no obligation under contract or law to assign, grant, convey or license, any rights in the invention to any person who could not be classified as an independent inventor under 37 CFR 1.9(c) if that person had made the invention, or to any concern which would not qualify as a small business concern under 37 CFR 1.9(d) or a nonprofit organization under 37 CFR 1.0(e).

Each person, concern or organization to which I have assigned, granted, conveyed, or licensed or am under an obligation under contract or law to assign, grant, convey, or license any rights in the invention is listed below:

(check one)  no such person, concern, or organization  
 persons, concerns or organizations listed below\*

\*NOTE: Separate verified statements are required from each named person, concern or organization having rights to the invention averring to their status as small entities. (37 CFR 1.27)

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

INDIVIDUAL       SMALL BUSINESS CONCERN       NONPROFIT  
ORGANIZATION

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

INDIVIDUAL       SMALL BUSINESS CONCERN       NONPROFIT  
ORGANIZATION

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee of any maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR 1.28(b))

I hereby declare that all statements made herein of my own knowledge are true and all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this verified statement is direct.

David Verchere

**NAME OF INVENTOR**

SIGNATURE OF INVENTOR

DATE

**HUNTON & WILLIAMS**  
1900 K Street, NW, Suite 1200  
Washington, D.C. 20006-1109  
Tel: (202) 955-1500

卷之三

## METHOD AND SYSTEM FOR ACQUIRING BRANDED PROMOTIONAL PRODUCTS

### Field of Invention

The present invention relates to the field of methods and systems of purchase within the  
5 branded promotional products industry.

### Background of the Invention

Branded promotional products include advertising, sales promotion and marketing communications media that use merchandise imprinted with an advertiser's identification, message or logo. These items effectively communicate a brand identity or a message and are used to create brand awareness, solidify customer relations and increase sales. The branded promotional products sector of the advertising industry provides unique marketing opportunities. Branded products are easy to understand and are useful in meeting many marketing objectives such as announcing a name change or building a company image.

The personal touch inherent in gift giving makes branded product advertising a high-  
15 impact tool when used in conjunction with other media. Typical uses include building brands, launching products, introducing reminder advertising, improving customer relations, generating new customers and/or accounts, increasing traffic and awareness at trade shows, safety programs, annual meetings, seasonal events, public relations, employee relations, and other advertising and marketing uses.

Branded promotional products are adopting a more active role in marketing as mass  
20 media such as print and television integrate with other promotional efforts. Because branded products provide a personal touch, they are effective and important marketing tools.

Customers increasingly expect more value from their purchasing experience with a high quality product that promotes their brand. They want a useful product obtained through a convenient transaction. Customers are often frustrated because they have to rely on a reseller for purchasing options and the flow of information. Resellers are expected to find customers  
5 favorable prices, produce samples and ensure timely delivery.

Currently, vendor partners have little or no contact with customers and rely on resellers to reach customers. Vendor partners spend significant amounts of effort and money providing price quotes and samples to resellers. It is difficult for vendor partners to gather product or customer market research and customer buying pattern information.  
10

Traditionally, the promotional products industry has operated under a linear supply-chain model of distribution. Typically, the customer hires a reseller to assist in selecting a branded product for an event or promotion. The reseller locates the desired merchandise through established vendor partner relationships. The vendor partner manufacturers or imports the items, adds the brand, and ships the product. Business service partners provide services such as  
15 shipping, financing, and insurance. Media partners deliver educational and other useful information.

Thus, a comprehensive solution for all members of the promotional products industry that includes high quality products, current and accurate information, and support services with the result that the end user has a consistent, reliable and productive experience is needed.

### Summary of the Invention

An object according to the present invention is to overcome these and other drawbacks with existing systems.

It is an object of the present invention to create a central, real-time exchange serving  
5 customers, resellers, vendor partners, business service partners and media partners.

It is another object of the present invention to provide customers with a fast, cost efficient and simplified e-commerce solution to promote a brand.

It is another object of the present invention to provide resellers with the opportunity to leverage their sales efforts by streamlining the process of sourcing and pricing products and  
10 automating tedious administrative tasks.

It is another object of the present invention to provide vendor partners with an e-commerce end-to-end business solution to manage the cataloguing, production and distribution process.

It is another object of the present invention to provide business service partners with the  
15 opportunity to offer services such as shipping, insurance, and financing

It is another object of the present invention to provide media partners with the opportunity to provide resources, such as educational materials, literature and conference information to members of the promotional products industry.

The present invention provides an all-encompassing exchange that offers scaling  
20 opportunities and economies not available in the traditional business model. An online industry standard pipeline for data and order flow manages the production and distribution process from

beginning to end. The present invention offers a selection of high value, high quality promotional products available online. The process of selection, pricing, ordering and branding of merchandise is facilitated through the present invention. In addition, support services including shipping, financing, insurance and other essential business services are provided by the 5 present invention. Market and customer research information is also available.

Other objects and advantages of the present invention will be apparent to one of ordinary skill in the art upon reviewing the specification herein.

#### **Brief Description of the Drawings**

FIG. 1 is a diagram of a traditional promotional products industry under a linear supply 10 chain model of distribution.

FIG. 2 is a diagram of a central real-time exchange according to the present invention.

FIG. 3 is a detailed diagram of a central, real-time exchange according to an embodiment of the present invention.

FIG. 4 is a diagram of an overall system according to the present invention.

#### **15 Detailed Description of the Preferred Embodiments**

The present invention provides a central real-time exchange. This exchange creates a community environment for all participants in the promotional products industry and provides services that establish a web presence for each member. Business-to-business services available to each member through the exchange promotes operational efficiency and cost effectiveness.

20 The goal of the exchange is to build a core foundation of services for use over the Internet that

provides an easy and global method of facilitating business transactions amongst its members in a common environment.

Members of the promotional products industry may include customers, resellers, vendor partners, business partners and media partners. Customers may be an end-user of promotional 5 products. Usually, customers include individuals who buy products directly through the present invention. Resellers may be distributors who resell goods and services to the customer. Vendor Partners may include suppliers who offer products and imprinting services. Media Partners may offer content, e.g., industry magazines, industry research organizations, and expert columnists. Business Service Partners may offer services such as fulfillment, shipping, insurance and 10 financing.

The present invention provides customers with an easy, efficient method of purchasing branded promotional products online. The present invention enables customers to browse through a set of products of interest. The customer's logo and artwork may be securely maintained in a readily available personal or corporate online library. Customers are also 15 provided with the ability to view their firms' logo applied directly to the products selected. The production and delivery of orders online may be tracked by the present invention where the customer is given access to the order status on demand. In addition, reminders for recurring events may be sent to the customer. The present invention may also create custom web pages for corporate clients to manage their branding program and products.

20 The present invention provides resellers the opportunity to leverage their sales efforts by streamlining the process of sourcing and pricing products and automating tedious administrative

tasks. Other services may include a selection of high quality products from vendor partners; timely information on new products; seasonal and special offers; online order tracking; shipping, insurance and financing options; customer ordering; demographic and usage data and market research information.

5       The present invention provides vendor partners the ability to manage the cataloguing, production and distribution processes. The present invention may collect, house and distribute product images, specifications, and pricing information. Vendor partners may update this information online and on demand. The present invention may track order, production and billing information flow and make this information available online; arrange financing to eliminate accounts receivable and credit risk; and record customer, ordering, demographic and usage information. Also, vendor partners may create and maintain unique web-site and datalinks. Vendors partners may also bid on customer orders through the present invention. Thus, the present invention provides an incentive for vendor partners to continue entering data and maintaining data as accurately as possible by offering the ability to resell the information.

10      The present invention may leverage web site income by developing additional sources of revenue from business service partners. Services such as fulfillment, shipping, insurance, financing and other sources of revenue may be offered to facilitate the order process and to lower overall costs.

15      The present invention provides media partners the ability to resell educational materials, literature and conference information and sell space for industry-relevant advertising. The

present invention provides a forum where any member of the promotional products industry may find and purchase appropriate resources.

FIG. 1 is a diagram of a traditional promotional products industry under a linear supply-chain model of distribution. In this model, the customer hires a reseller to find a branded product. The reseller locates the product to be branded through a vendor partner. The vendor partner provides the product requested, imprints the logo or brand and ships the product to the reseller who then sells the product to the customer. Business service partners provide various services, such as shipping, financing and insurance. Media partners provide educational materials, literature, conference information and other useful information.

FIG. 2 is a diagram of a central real-time exchange model according to the present invention. Each member of the promotional products industry may exchange information and requests over the Internet. This promotes efficiency and facilitates business relationships. One object of the central real-time exchange is to bring the members of the industry together in a business-to-business e-commerce environment over the Internet. Another objective is to standardize the practices in the industry by providing efficient services for each member.

FIG. 3 is a detailed diagram of a central real-time exchange according to an embodiment of the present invention. The overall exchange structure 3000 may be programmed to be stateless in a preferred embodiment. This allows for greater scalability as well as database protection.

The Stock Keeping Unit (“SKU”) database 3010 may include vendor product, pricing, service, and imprinting information. A SKU is assigned to every vendor partner product including variations within a product category. For example, a blue pen has a different SKU

than a red pen. Vendors may enter product information in the SKU database at vendor entry point 3020. Information entered may include general product information; imprinting information based on dynamic product entry; quantity breaks; net pricing per quantity; net setup costs by imprint method, number of locations, and number of imprint colors; net run charges per 5 quantity based on imprint colors; a markup percentage added for each quantity to create their own retail pricing and other similar product information. Vendors may also enter a flag to delete a product and all associated artwork files. Vendors may upload an original product artwork file at any time for any or all SKUs generated for a product.

The vendor may specify calendar dates to display his or her products on the web-site of 10 the present invention. Vendors may elect product placement at an editorial level, product placement at a homepage level, or search position product placement. The product placement at an editorial level allows vendors to position an SKU in the content area of the web-site of the present invention. The product placement at a homepage level allows vendors to position a SKU on the homepage of the web-site of the present invention. The search position product 15 placement allows vendors to select the position of product display in a search. Also, the search position product placement may be selected based on product list, price point, category, idea or department, text search, and other criteria. This feature allows vendors to select exact placements of products depending on the popularity of the product and marketing strategies.

Vendor Showcase Web-site 3080 may display vendor product information and provide 20 inquiry and ordering access to resellers at the reseller entry point 3090. Vendors may customize their web-site by choosing which SKU images to display on their showcase web-site and other

features available. Vendors may offer various services on their web-site to resellers. For example, resellers may order products for their customers from the Vendor Showcase Web-site, receive price information, create purchase quotes for customers, and other related services.

The Branded Promotional Products web-site 3110 provides a variety of promotional  
5 products, inquiry and ordering access to customers and resellers at 3140.

Services available may include the ability to view a selection of high quality products and  
their images; select products based on a variety of criteria; view the product unit price, setup  
price, and run charges; offer a quote service showing prices at quantity breaks and order products  
from the web-site where orders may be charged to a credit card or to a credit account opened  
10 with the present invention. In addition, customers and resellers may receive acknowledgements  
for orders placed; attach artwork files; order history listing quotes and acknowledgements;  
review industry and media content; select services provided by business partnerships; select  
shipping method; customize a search and receive other similar options available to a customer or  
reseller.

15 Reseller Showcase Web-site 3100 may display products selected by the reseller for resale  
to his or her customer at 3130. Resellers may customize their showcase web-site by choosing  
which SKU images to be displayed. Resellers may choose to display non-branded SKU images  
or their own logo on the SKU images.

Resellers may offer various services to their customers through their Showcase Web-site  
20 3100. Such services may include allowing the customer to view the product unit price, setup  
price and run charges; offering a quote service for customers to generate a quote for themselves

showing prices at quantity breaks; ordering products from the web-site; attaching artwork files and other product related services.

Company Logo Store Web-site 3120 may display products selected by a particular reseller or store owner for resale to his or her customers at 3150. Company Logo Stores include  
5 a specialized showcase web-site carrying products branded with a particular company's logo. Resellers may offer various services to customers on their Company Logo Site. Such services may include allowing the customer to view the product unit price; offering a quote service for customers to generate a quote for themselves showing prices at quantity breaks; allowing customers to order products from the web-site; selecting services provided by business partnerships and other related services.  
10

Order Process Module or Back Office 3040 may check credit, process orders and generate appropriate payment and accounting entries. Back Office 3040 may process orders which includes receiving orders from credit card processing, checking the credit account, reviewing/editing and releasing the purchase order to the product and/or an imprinting vendor,  
15 creating vouchers, calculating financing charges, sending automatic email responses back to customers or resellers when an order is actually shipped and providing other related services.

As to the Vendor Showcase Web-site 3080, Back Office 3040 may review/edit and release purchase orders to the Branded Promotional Products web-site 3110, review/edit and release change order purchase orders on an existing order and provide other similar services.

As to the Reseller Showcase Web-site 3100, Back Office 3040 may review/edit and release purchase orders to the Branded Promotional Products web-site 3110, review/edit and release change order purchase orders on an existing order, and provide other similar services.

As to the Company Logo Store, the services mentioned above may also be offered along  
5 with the ability to view product inventory balances.

The Front Office 3050 provides communication between members of the promotional products industry. It may also provide order status and history information. Services available to customers and resellers may include viewing/editing reseller or customer descriptive shopper information; viewing reseller or customer order history and purchases; viewing vendor order status, due date and shipping information for an order; directing email to customers or resellers on order delays and updates, updating customer or reseller service histories, viewing current balance on term accounts and providing other related services.  
10

Specific Vendor Showcase Web-Site 3080 services may also be made available through the Front Office 3050. Vendors may view reseller shopper information, view reseller order  
15 history and purchases, send automatic email responses back to the reseller when the order is shipped, and other related options.

Services available to customers may include viewing/editing customer shopper information; viewing order history and purchases; viewing vendor order status, due date and shipping information; sending automatic email responses to customers when order is shipped,  
20 delayed or updated, and other related services.

Specific Reseller Showcase Web-site 3100 services may include viewing customer shopping information; viewing customer order history and purchases; sending automatic email responses informing the customer of the status of the order and other related services.

Company Logo Store 3120 services may include viewing order history; viewing/editing  
5 shopper information; viewing status, due date, shipping information, current balance and other related services.

In addition, Front Office 3050 may offer market information services for vendors, resellers and customers, such as account summary option, web hits habit reports, and other related market information.

10 Bidding Module 3030 may provide a forum where resellers or customers present orders and vendors bid on these jobs. Bidding Module 3030 may provide services such as posting price bids on products or imprinting orders; editing or withdrawing bids before terms are accepted; quality control on bids; sending automatic email notices to vendors on being awarded the order; and other related services.

15 Vendors may post price bids on products or imprinting orders on an auction site provided by the Bidding Module 3030. Resellers may view the auction site and see price bids related to their product or service and even send automatic email notification to resellers and reseller's customers.

Community Content Data 3060 may provide an interface with media partners and  
20 business partners where customers, resellers and vendors are offered various services. Vendor

may enter processing information at 3160 and Resellers may enter processing information at 3170.

Media or business partners may offer services on the Branded Promotional Products Web-site 3110. These services may include posting job listings pertaining to the promotional product industries, providing education to customers, providing "Ask the Expert" services to customers, providing an alert system for customers, and informing the customer of industry statistics and advanced reports. In addition, design services on web-sites may be provided for customers, resellers or vendors to include artwork recommendations, creation and retouching.

The Arkwork Library 3070 may store customers' logos and branding artwork. Customers may create a library and store their company brand logos online. This makes it easier for customers to put their logos on promotional products. Customers may share their art library with other users by granting them access with a password. In addition, customers may add, edit and delete their logos in their art library.

FIG. 4 is a diagram of an overall system according to the present invention. The user 410, who may be a customer, a reseller, a vendor partner, a business service partner or a media partner, may request a product or service from server 420 through the Internet. Server 420 then retrieves the requested information from database 430. A response is presented to the user once the requested information is obtained.

In a preferred embodiment, the present invention may use Microsoft's internet operating system, Microsoft Site Server Commerce Edition as the e-commerce shopping solutions,

Microsoft SQL Server, Microsoft technologies Transaction server and Message queue as data layer servers.

Other embodiments and uses of the invention will be apparent to those skilled in the art from consideration of the specification and practice of the invention disclosed herein. The  
5 specification and examples should be considered exemplary only.

**Claims****What is claimed is:**

- 1 A system for acquiring branded promotional products comprising:  
a database containing product information;
- 5 a branded promotional products web-site where a customer or a reseller accesses the  
branded promotional products web-site to purchase products having the customer's personal  
brand or logo; and
- a processor for processing orders.
- 10 2. The system of claim 1 further comprising a reseller showcase web-site where a customer  
accesses the reseller showcase web-site to acquire branded products.
- 15 3. The system of claim 1 further comprising a vendor showcase web-site where a reseller  
accesses the vendor showcase web-site to acquire branded products.
4. The system of claim 1 further comprising a front office for providing purchase order  
information and marketing information.
5. The system of claim 1 further comprising a bidding module for allowing resellers or  
customers to present orders and vendors to bid on the presented orders.
6. The system of claim 1 further comprising a community content data for providing an  
interface with media partners and business partners.
7. The system of claim 6 wherein media partners provide services including educational  
material.

8. The system of claim 6 wherein business partners provide services including shipping, insurance and financing.
9. The system of claim 1 further comprising an artwork library for storing customer's logo and branding artwork.
- 5 10. A system for acquiring branded promotional products comprising:  
a database containing product information;  
a products web-site where a customer or a reseller accesses the products web-site to acquire products;  
a reseller showcase web-site where a customer accesses the reseller showcase web-site to acquire products;
- 10 15. a vendor showcase web-site where a reseller accesses the vendor showcase web-site to acquire products;  
a front office for providing purchase order information and marketing information;  
a bidding module for allowing resellers or customers to present orders and vendors to bid on the presented orders;
- 15 20. a community content data for providing an interface with media partners and business partners;  
an artwork library for storing customer's logo and branding artwork; and  
a processor for processing orders.
11. A method for acquiring branded promotional products comprising the steps of:  
providing a database containing product information;

providing a branded promotional products web-site where a customer or a reseller accesses the branded promotional products web-site to purchase products having the customer's personal brand or logo; and

processing purchase orders for products;

5 12. The method of claim 11 further comprising a step of providing a reseller showcase web-site where a customer accesses the reseller showcase web-site to acquire branded products.

13. The method of claim 11 further comprising a step of providing a vendor showcase web-site where a reseller accesses the vendor showcase web-site to acquire branded products.

14. The method of claim 11 further comprising a step of providing a front office for 10 providing purchase order information and marketing information.

15. The method of claim 11 further comprising a step of providing a bidding module for allowing resellers or customers to present orders and vendors to bid on the presented orders.

16. The method of claim 11 further comprising a step of providing a community content data for providing an interface with media partners and business partners.

15 17. The system of claim 16 wherein media partners provide services including educational material.

18. The system of claim 16 wherein business partners provide services including shipping, insurance and financing.

19. The method of claim 11 further comprising a step of providing an artwork library for 20 storing customer's logo and branding artwork.

20. The method for acquiring branded promotional products comprising the steps of:

- providing a database containing product information;
- providing a products web-site where a customer or a reseller accesses the products web-site to acquire branded products;
- providing a reseller showcase web-site where a customer accesses the reseller showcase web-site to acquire products;
- providing a vendor showcase web-site where a reseller accesses the vendor showcase web-site to acquire products;
- providing a front office for providing purchase order information and marketing information;
- providing a bidding module for allowing resellers or customers to present orders and vendors to bid on the presented orders;
- providing a community content data for providing an interface with media partners and business partners;
- providing an artwork library for storing customer's logo and branding artwork; and
- 15 processing purchase orders for products.

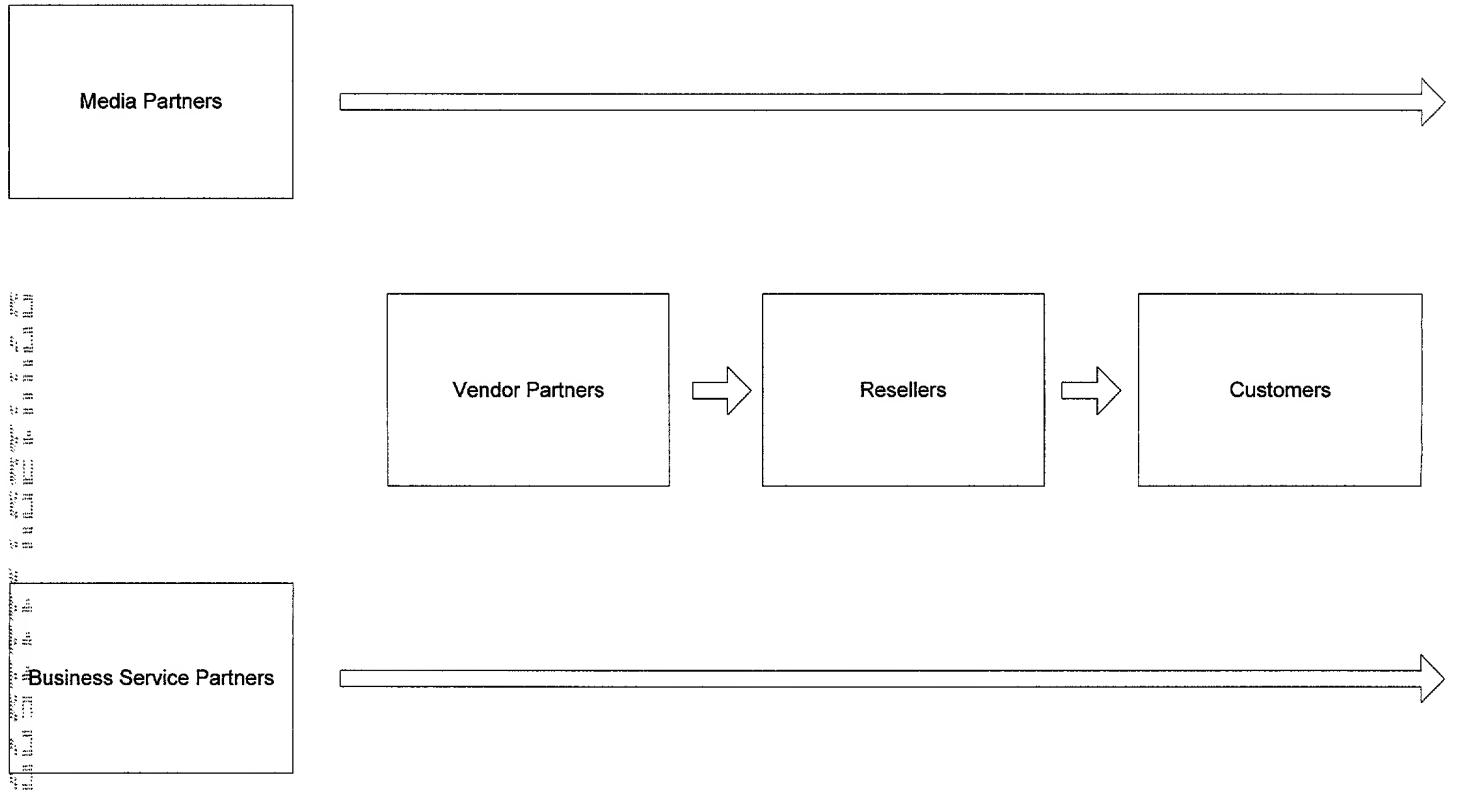


FIG. 1

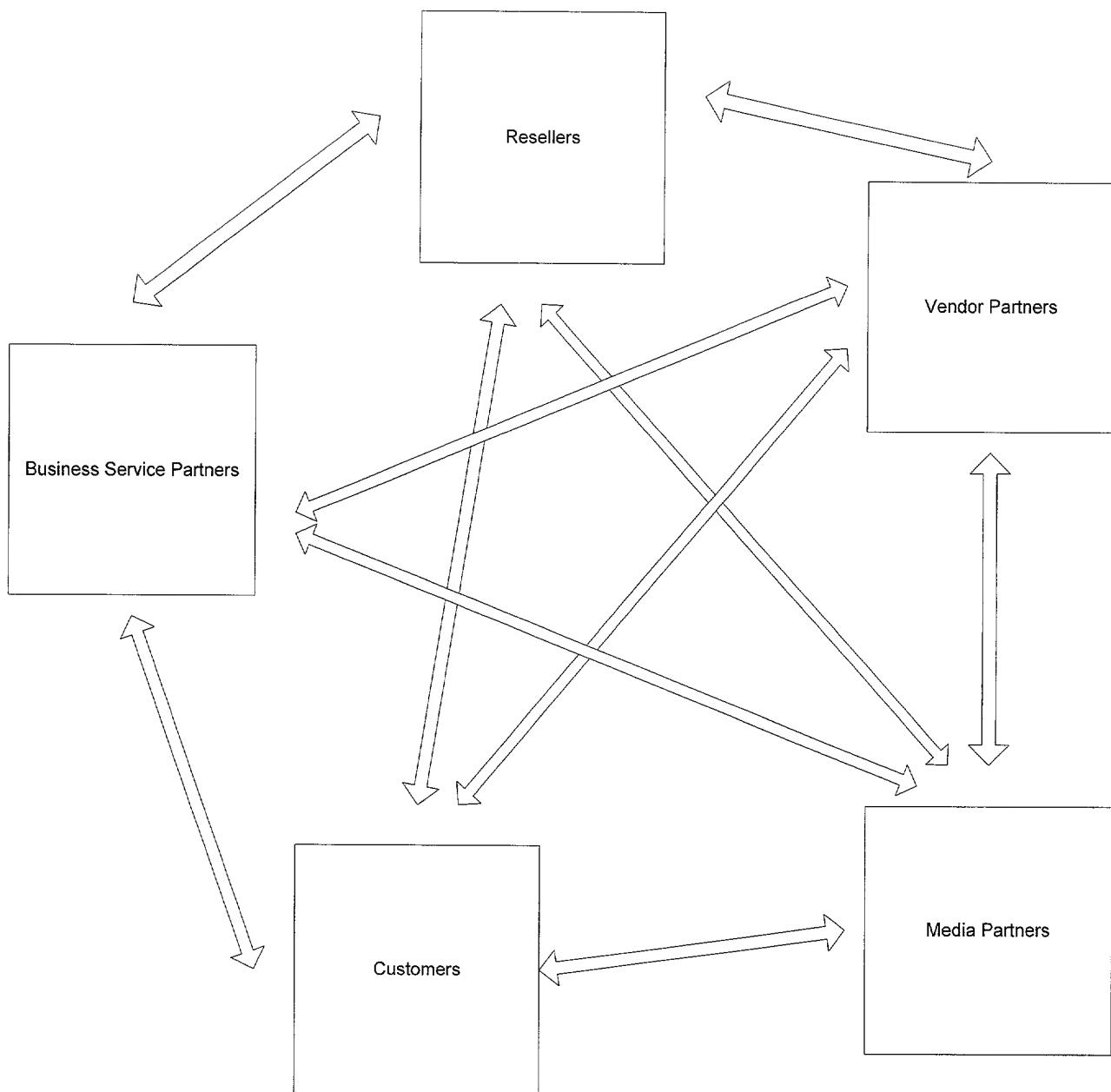


FIG. 2

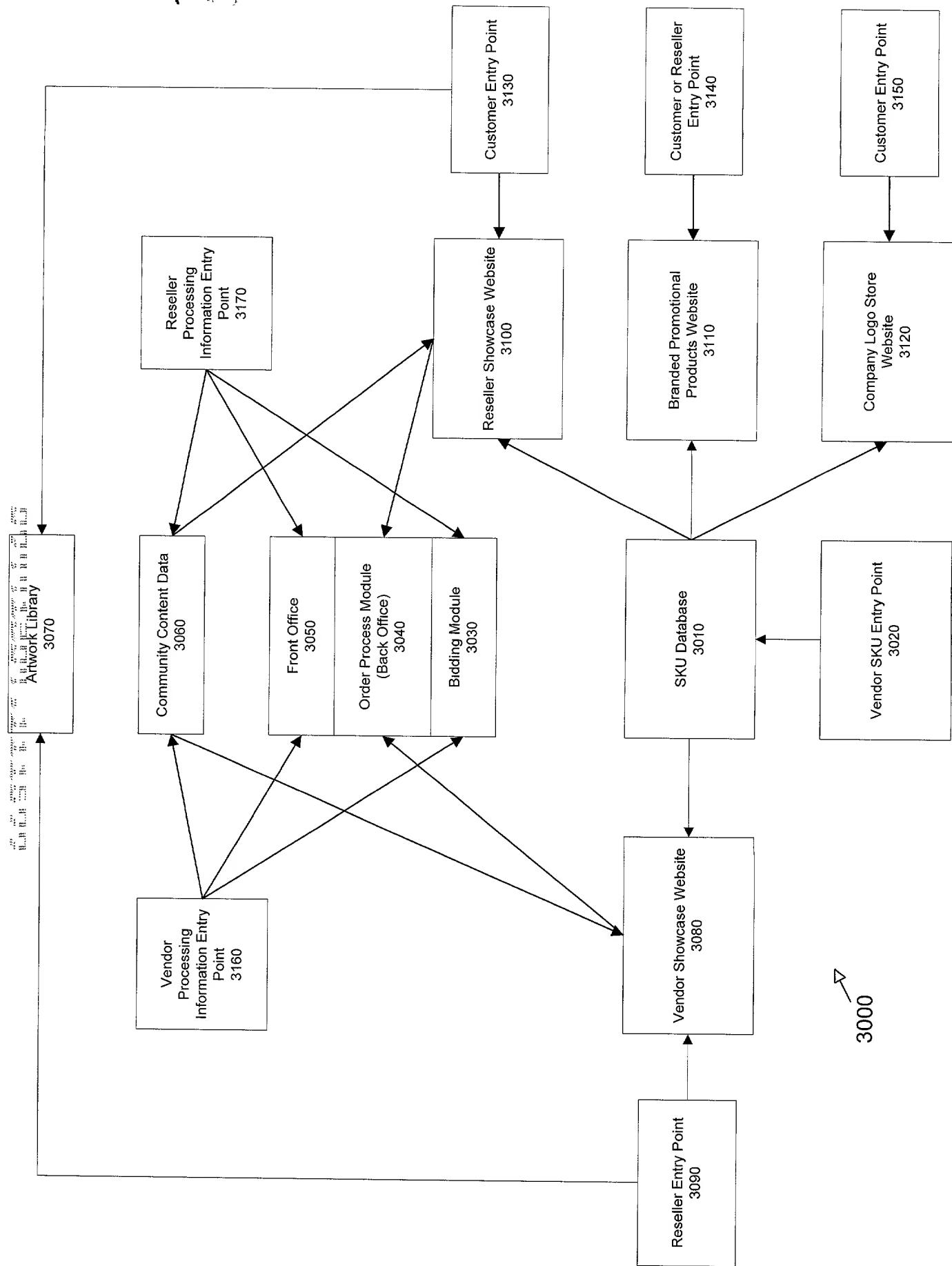


FIG. 3

U...B H..B  
U...B H..B  
U...B H..B  
U...B H..B  
U...B H..B  
U...B H..B

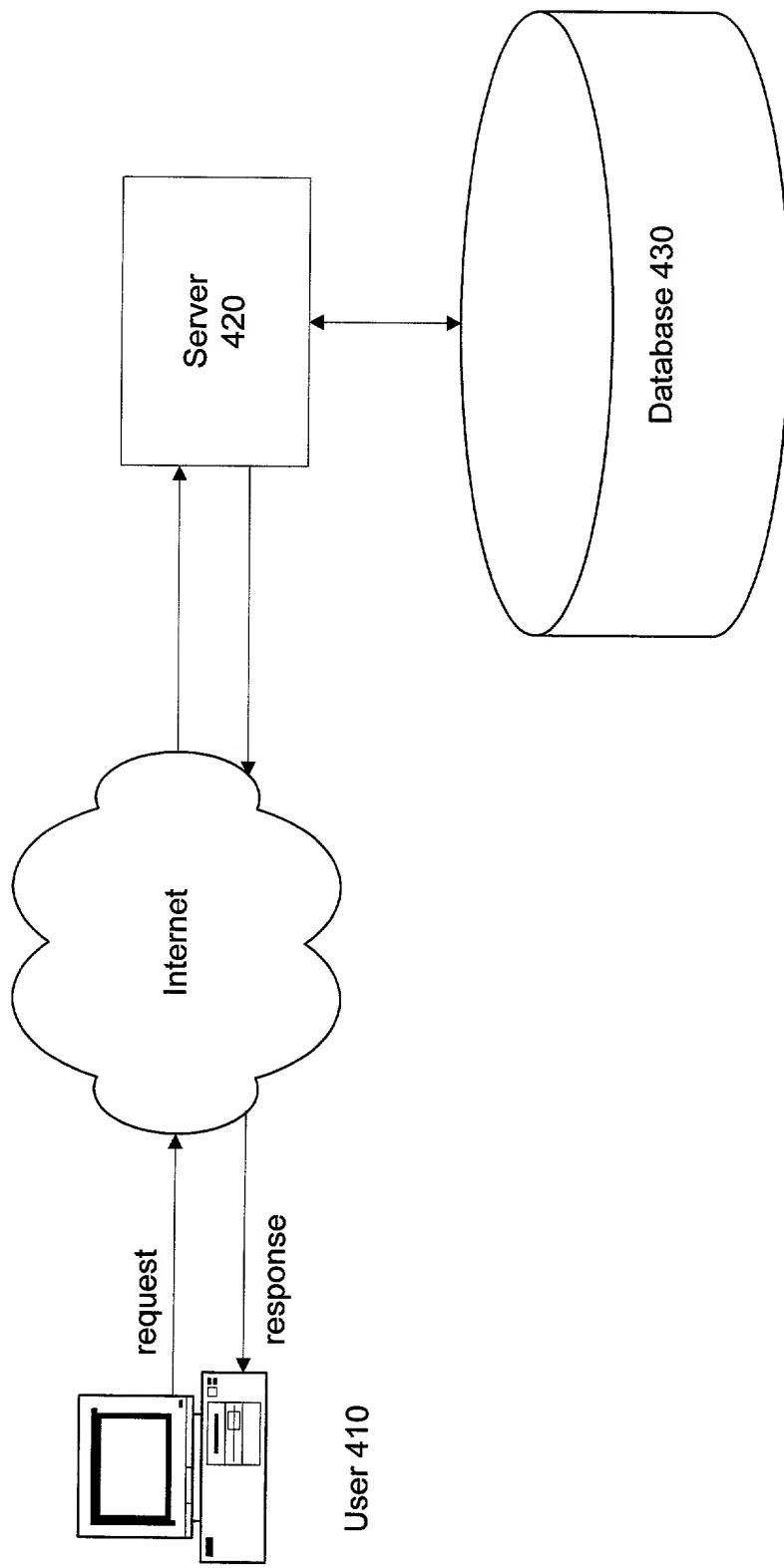


FIG. 4

### SOLE DECLARATION FOR PATENT APPLICATION

As the below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name;

I believe that I am the original, first and sole inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled **METHOD AND SYSTEM FOR ACQUIRING BRANDED PROMOTIONAL PRODUCTS** the specification of which

(X) is attached hereto.

( ) was filed on \_\_\_\_\_  
as Application Serial Number \_\_\_\_\_ and was  
amended on \_\_\_\_\_  
(if applicable)

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, § 1.56(a).

#### Prior Foreign Application(s)

I hereby claim foreign priority benefits under Title 35, United States Code, § 119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application(s) for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

Country	Application Number	Date of Filing (day, month, year)	Date of Issue (day, month, year)	Priority Claimed Under 35 U.S.C. 119
				Yes <input type="checkbox"/> No <input type="checkbox"/>
				Yes <input type="checkbox"/> No <input type="checkbox"/>
				Yes <input type="checkbox"/> No <input type="checkbox"/>
				Yes <input type="checkbox"/> No <input type="checkbox"/>

#### Prior United States Application(s)

I hereby claim the benefit under Title 35, United States Code, § 120 of any United States application(s) listed below, and insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, § 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, § 1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

Application Serial Number	Date of Filing (day, month, year)	Status - Patented, Pending, Abandoned

Patent  
Attorney Docket No. 56490.000002

And I hereby appoint, both jointly and severally, as my attorneys with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected herewith the following attorneys, their registration numbers being listed after their names:

Thomas J. Scott, Jr., Registration No. 27,836; Stanislaus Aksman, Registration No. 28,562; James G. Gatto, Registration No. 32,694; Christopher C. Campbell, Registration No. 37,291; Henry C. Su, Registration No. 37,738; Tyler S. Brown, Registration No. 36,465; Brian M. Buroker, Registration No. 39,125; Charles F. Hollis, Registration No. 40,650; Jonathan D. Link, Registration No. 41,548; Kevin J. Dunleavy, Registration No. 32,024; Kevin T. Duncan, Registration No. 41,495; Charles B. Lobsenz, Registration No. 37,857; George Georgellis, Registration No. 43,632; Stephen T. Schreiner, Registration No. 43,097; Christopher J. Cuneo, Registration No. 42,450; Raphael A. Valencia, Registration No. 43,216; Scott D. Balderston, Registration No. 35,436; Steven P. Klocinski, Registration No. 39,251; Yisun Song, Registration No. 44,487; Diinatia J. Doster, Registration No. 45,268; Matthew J. Pryor, Registration No. 45,278; Jennifer Albert, Registration No. 32,012.

All correspondence and telephone communications should be addressed to Hunton & Williams, 1900 K Street, N.W., Washington, D.C. 20006-1109, telephone number (202) 955-1500, which is also the address and telephone number of each of the above listed attorneys.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Signature

Date

11/12/95

Full Name of  
Sole Inventor

Verchere  
Family Name

David

First Given Name

Second Given Name

Residence

411 West 14<sup>th</sup> Street, 2<sup>nd</sup> floor, New York, New York 10014

Citizenship

U.S.A.

Post Office  
Address

Same as above

**HUNTON & WILLIAMS**  
1900 K Street, NW, Suite 1200  
Washington, D.C. 20006-1109  
Tel: (202) 955-1500